

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently amended) A product label provided on a product item for enabling entry to a competition, the product label comprising:
  - machine-readable coded data indicative of at least an identity of the label and being uniquely indicative of the product item, said machine-readable coded data being readable by a sensing device as the sensing device is moved across the product label, thereby to produce interaction data for enabling the competition entry;
  - human-readable information pertaining to the competition, the human-readable information being at least partially coincident with the machine-readable coded data, the human-readable information including at least one field element that has a corresponding zone defined in relation to it in a page description stored in a remote computer system.
2. (Original) The product label of claim 1, wherein the at least one field element includes at least one information field.
3. (Original) The product label of claim 1, wherein the at least one field element includes at least one button field, and at least some of the coded data at least partially coincident with or adjacent the button field.
4. (Original) The product label of claim 1, wherein the at least one field element includes at least one entry field.
5. (Original) The product label of claim 4, wherein the entry field is a text entry field, and at least some of the coded data at least partially coincident with or adjacent the text entry field.
6. (Original) The product label of claim 4, wherein the entry field is a signature entry field, and at least some of the coded data at least partially coincident with or adjacent the signature entry field.
7. (Original) The product label of claim 4, wherein the entry field is a drawing entry field, and at least some of the coded data at least partially coincident with or adjacent the drawing entry field.

8. (Original) The product label of claim 1, including further human-readable information that is not at least partially coincident with the coded data, the further human-readable information including information about the competition.
9. (Original) The product label of claim 4, wherein the coded data at least partially coincident with the entry field is configured such that a sensing device operated by a user can read at least some of the coded data over time to generate movement data indicative of movement of the sensing device relative to the entry field.
10. (Original) The product label of claim 1, wherein at least some of the coded data includes a label identifier.
11. (Original) The product label of claim 10, wherein the label identifier is a unique product item identifier.
12. (Original) The product label of claim 11, wherein the unique product item identifier is an electronic product code.
13. (Original) The product label of claim 12, wherein the coded data is substantially invisible to a human.
14. (Currently amended) A method of entering a competition using a printed label according to any one of claims 1 to 13, that includes:

machine-readable coded data indicative of at least an identity of the label and being uniquely indicative of the product item, said machine-readable coded data being readable by a sensing device as the sensing device is moved across the product label, thereby to produce interaction data for enabling the competition entry;

human-readable information pertaining to the competition, the human-readable information being at least partially coincident with the machine-readable coded data, the human-readable information including at least one field element that has a corresponding zone defined in relation to it in a page description stored in a remote computer system;

the method including the steps, performed in a computer system, of:

receiving interaction data from a sensing device, the sensing device having generated the interaction data based on coded data it sensed from at least some of the coded data on the form as the sensing device was used to interact with the form, the interaction data

representing interaction of the sensing device with the coded data and enabling the competition entry to be captured electronically in the computer system; and

transmitting the competition entry to a competition administrator.

15. (Original) The method of claim 14, wherein the interaction data identifies the form and a position of the sensing device relative to the form, the method including the step, performed in the computer system, of identifying the form.

16. (Original) The method of claim 15, further including the step of receiving, the computer system, movement data as part of the interaction data, the movement data representing movement of the sensing device relative to the form.

17. (Currently amended) A method of enabling entry to a competition using a product label provided on a product item that includes human-readable information relating to a competition and machine-readable coded data relating to an identity of the label and being uniquely indicative of the product item, the human-readable information including at least one field element that has a corresponding zone defined in relation to it in a page description stored in a remote computer system, the method including the steps of, using a sensing device, of:

sensing at least some of the coded data as the sensing device is used to interact with at least one of the at least one field elements;

using the sensed coded data to generate interaction data representing the identity of the label and a position of the sensing device relative to the interface surface; and

transmitting the interaction data to a computer system for enabling entry to the competition via the computer system determining that the interaction data represents interaction of the sensing device with at least one of the at least one field elements.

18. (Original) The method of claim 17, wherein the coded data is sensed by the sensing device as it is moved relative to the interface surface, and the sensing device is configured to generate movement data as part of the interaction data.

19. (Original) The method of claim 17, wherein the human-readable information includes an action element having a corresponding zone defined in relation to it in the page description, and wherein the action element is indicative, to a user, of submitting the entry to

the competition, the zone being indicative of a competition entry submission action in the computer system.

20. (Original) The method of claim 20, wherein the action element is a button.
21. (Original) The method of claim 20, wherein at least some of the coded data includes a label identifier.
22. (Original) The method of claim 21, wherein the label identifier is a unique product item identifier.
23. (Original) The method of claim 22, wherein the unique product item identifier is an electronic product code.
24. (Currently amended) A system for enabling competition entry using a printed product label provided on a product item, the system comprising:
  - a sensing device configured to: sense coded data from the label, the coded data being uniquely indicative of the product item; and generate interaction data representing interaction of the sensing device with the coded data, wherein the form comprises regions selected from the group comprising information fields, buttons, and entry fields; and
  - a computer system configured to receive the interaction data and correlate the interaction data with a competition.
25. (Original) The system of claim 24, wherein the interaction data identifies at least an identity of the form and the position of the sensing device relative to the form.
26. (Original) The system of claim 24, wherein the form is disposed on a product label having human-readable information relating to a competition and machine-readable coded data relating to an identity of the label.
27. (Currently amended) The method-system of claim 26, wherein at least some of the coded data includes a label identifier.
28. (Currently amended) The method-system of claim 27, wherein the label identifier is a unique product item identifier.
29. (Currently amended) The method-system of claim 28, wherein the unique product item identifier is an electronic product code.

30. (Currently amended) A system for competition entry using printed labels provided on a product item, the system comprising:

a product label including human-readable information relating to a competition and machine-readable coded information relating to an identity of the label and being uniquely indicative of the product item, wherein the product label further comprises regions selected from the group consisting of information fields, buttons, and entry fields;

a sensing device configured to sense the machine-readable coded data as the sensing device is moved across the product label, and to generate interaction data based on the sensed coded data;

a computer system programmed to correlate the interaction data with a competition and to record an entry in the competition based on the correlated interaction data.

31. (Original) The system of claim 30, wherein the information fields show information about the competition, the buttons generate actions via the computer system when interacted with by the sensing device, and the entry fields are text regions, where text written within the text field using the sensing device is captured as text in the computer system.

32. (Currently amended) The ~~method-system~~ of claim 31, wherein at least some of the coded data includes a label identifier.

33. (Currently amended) The ~~method-system~~ of claim 32, wherein the label identifier is a unique product item identifier.

34. (Currently amended) The ~~method-system~~ of claim 33, wherein the unique product item identifier is an electronic product code.

35. (Original) The system of claim 30, further comprising a display device, wherein interacting with at least one of the buttons using the sensing device causes the computer system to display information on the display device.

36. (Currently amended) A ~~method according to~~ product label according to claim 1, the product label being used in a method including the steps of:

receiving, in a computer system, interaction data from a sensing device, the interaction data representing interaction of the sensing device with the coded data on the

entry form, the interaction data allowing the competition entry to be electronically captured in the computer system; and

transmitting the competition entry to a competition administrator.

37. (Currently amended) A ~~method-product label~~ according to claim 1, ~~for enabling anonymous entry to a competition via a printed competition entry form that includes machine readable coded data, the product label being used in a method including the steps, performed in a computer system, of:~~

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

assigning a competition alias ID to the competition entry; and

transmitting the competition entry to a competition administrator with the competition alias ID, thereby enabling the anonymous entry to the competition.

38. (Currently amended) A ~~method-product label~~ according to claim 1, ~~for enabling anonymous entry to a competition, the competition being entered by interaction of a sensing device with a product label to generate interaction data indicative of at least an intention to enter the competition, the method including the steps, performed in a computer system, of:~~

identifying a first telecommunication address of the entrant from: an identity of the sensing device received or determined in the computer system; or the interaction data;

associating a temporary telecommunication address with the first telecommunication address;

sending the temporary telecommunication address and interaction data to a competition administrator;

receiving, from the competition administrator, information from the competition administrator addressed to said temporary telecommunication address; and

forwarding the information from the competition administrator to the first telecommunication address.

39. (Currently amended) A ~~method product label~~ according to claim 1, for enabling an entrant to enter a competition; and limiting subsequent communication between a competition administrator and the entrant, via a sensing device interacting with machine-readable coded data on a printed competition entry form, the ~~product label~~ being used in a method comprising the steps, performed in a computer system, of:

- (a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;
- (b) transmitting the competition entry to the competition administrator; and
- (c) enabling transmission of up to a predetermined number of electronic messages from the competition administrator to the entrant.

40. (Currently amended) A ~~methodproduct label~~ according to claim 1, for limiting communication between an application and a user, via a sensing device interacting with machine-readable coded data printed on a surface, the ~~product label~~ being used in a method comprising the steps, performed in a computer system, of:

- (a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling identification of the application;
- (b) transmitting information based on at least some of the interaction data to the application; and
- (c) enabling transmission of up to a predetermined number of electronic messages from the application to the user.

41. (Currently amended) A ~~method product label~~ according to claim 1, for enabling an entrant to enter an instant win competition via a printed competition entry form that includes machine-readable coded data that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data, the ~~product label~~ being used in a method comprising the steps, performed in a computer system, of:

receiving the interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be captured in the computer system;

transmitting the competition entry to a competition administrator that is configured to determine whether the competition entry is an instant win entry.

42. (Currently amended) A methodproduct label according to claim 1, for enabling anonymous electronic redemption of a coupon printed as part of a product label, the product label including machine-readable coded data, the product label being used in a method including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling electronic capture of: coupon data of the coupon; and a product identifier associated with the product label;

assigning a competition alias ID to the coupon data; and

transmitting the coupon data, the product identifier and the competition alias ID to a coupon administrator configured to redeem the coupon electronically.

43. (Currently amended) A methodproduct label according to claim 1, for enabling anonymous and electronic redemption a plurality of coupons, wherein each the plurality of coupons is disposed on a product label and includes coded data that can be used to determine a unique product identifier of the product label with which it is associated, the product label being used in a method including the steps of:

using a sensing device, and for each of the plurality of coupons:

- (a) generating interaction data by sensing at least some of the coded data of the coupon, the interaction data representing interaction of the sensing device with the coded data; and
- (b) forwarding the interaction data to a computer system, for enabling the coupon offer and the product identifier associated with the product label to be captured electronically in the computer system, thereby enabling the computer system to transmit the coupon offer and the product identifier to a coupon administrator; and

receiving coupon redemption information from the coupon administrator after a predetermined combination of coupon offers relating to a plurality of the product identifiers and or coupon offers has been transmitted to the coupon administrator.

44. (Currently amended) A methodproduct label according to claim 1, for enabling entry to a competition using a printed competition entry form including coded data readable by a

sensing device as the sensing device is used to interact with the entry form, the product label being used in a method including the steps, performed in a computer system, of:

receiving, from the sensing device: interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system; and a sensing device ID of the sensing device;

allocating a temporary registration to the sensing device ID or to a user of the sensing device, the registration including a return electronic address associated with the sensing device ID or the user;

transmitting the competition entry to a competition administrator; and

verifying competition entry via the return electronic address.

45. (Currently amended) A ~~method~~product label according to claim 1, for validating entry to a competition via interaction of a sensing device with a printed competition entry form comprising coded data indicative of a unique product identifier, the product label being used in a method comprising the steps, performed in the computer system, of:

receiving, from the sensing device, the product identifier and interaction data representing interaction of the sensing device with the coded data, the interaction data including at least the unique product identifier and enabling a competition entry to be electronically captured in the computer system; and

transmitting the product identifier and the competition entry to a competition administrator for validation of the competition entry at the competition administrator by verification of the product identifier.